

**GOVERNMENT OF TELANGANA
ABSTRACT**

Telangana Tourism - Tourism Promotion – Release of advertisement in “Shubh Yatra (Air India) -3 insertions; Spice Route -3 insertions and Vistara in-Flight -3 insertions”, magazines – Sanction and release of an amount of Rs.14,25,000/- (Rupees Fourteen Lakhs Twenty Five Thousand only) including taxes - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 291

Dated: 12/05/2016

Read the following:

1. From M/s. Maxposure Media Group India Pvt., Ltd., New Delhi, Dt.30-10-2015.
2. Memo.No.3072/PMU/PRO/2015, of YAT & C (PMU) Department, Dt.01-12-2015.
3. R.O.No.24/Display-Agency/Advt.I/2015-16, Dated:31-03-2016, R.O.No.25/Display-Agency/Advt.I/2015-16, Dated:31-03-2016 and R.O.No.26/Display-Agency/Advt.I/2015-16, Dated:31-03-2016 of Department of Information & Public Relations, Hyderabad, Dated:31-03-2016.
4. Bill No.PBH/372, Dated:31-03-2016, Bill No.PBH/373, Dated:31-03-2016 and Bill No.PBH/374, Dated:31-03-2016, of M/s. Centum Advertising & Marketing Private Limited, Hyderabad.

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ORDER:

1. In the reference 1st read above, M/s. Maxposure Media Group India Pvt., Ltd., New Delhi, has requested to release an advertisement in “Shubh Yatra (Air India) a full page advt/advertorial for Rs.2,25,000/- for 3 insertions ; Spice Route a full page advt/advertorial for Rs.1,25,000/- for 3 insertions and Vistara in-Flight full page advt/advertorial for Rs.1,25,000/- for 3 insertions” magazines, at a total cost of Rs.14,25,000/-, (Rupees Fourteen Lakhs Twenty Five Thousand only) including taxes. Accordingly, Government have issued an order to M/s. Centum Advertising & Marketing Private Limited, Hyderabad, through Department of Information & Public Relations, Hyderabad, for an amount of Rs.14,25,000/-, (Rupees Fourteen Lakhs Twenty Five Thousand only) including taxes, for publication of an advertisement in the reference 2nd read above.
2. In the reference 3rd read above, the Department of Information & Public Relations, Hyderabad, has issued a release order to M/s. Centum Advertising & Marketing Private Limited, Hyderabad, to publish an advertisement for amount of Rs.14,25,000/-, (Rupees Fourteen Lakhs Twenty Five Thousand only) including taxes for above said purpose.
3. In the reference 4th read above, after publication of an advertisement, M/s. Centum Advertising & Marketing Private Limited, Hyderabad, has furnished bills towards release of an advertisement in “Shubh Yatra (Air India) - Dec'15, Jan & Feb 2016, for an amount of Rs.2,25,000/- x 3 insertions = Rs.6,75,000/- + Spice Route - Dec'15, for an amount of Rs.1,25,000/- x 1 insertion = Rs.1,25,000/- and Vistara in-Flight - Dec'15, Jan & Feb 2016, for an amount of Rs.1,25,000/- x 3 insertions = Rs.3,75,000/-”, magazines on Telangana Tourism and requested Government for arranging the payment.
4. The Government, after careful examination of the matter, hereby accord sanction and release an amount of Rs.6,75,000/- + Rs.1,25,000/- + Rs.3,75,000/- total cost of Rs.11,75,000/-, (Rupees Eleven Lakhs Seventy Five Thousand only) including taxes, towards advertisement in “Shubh Yatra (Air India); Spice Route and Vistara in-Flight”, magazines, through M/s. Centum Advertising & Marketing Private Limited, Hyderabad.
5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account: “3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists – Schemes included in PLAN, 11- Normal State Plan, 20 – PMU – Advertisement, Sales Publicity Expenses, participation in National and International Travel Fairs, organizing tourism events, sponsorship, fairs and festival and other expenditure, 500 – Other Charges, 503 – Other Expenditure”.

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Centum Advertising & Marketing Private Limited, Hyderabad. The details of Bank account is as follows:-

Account Name : M/s.Centum Advertising & Marketing Private Limited,
Account No : 1626201001240
Name of the Bank : Canara Bank, Begumpet Branch,Hyderabad.
IFSC Code :CNRB0001626
PAN NO. : AAACC3938N

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.VENKATESHAM
SECRETARY TO GOVERNMENT**

To
M/s. Centum Advertising & Marketing Private Limited, Hyderabad
The Assistant Secretary to Government & D.D.O, YAT& C (PMU) Dept.
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER